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CITY COLLEGE NEWS

FEBRUARY 1994

GEORGE BROWN COLLEGE

VOLUME 11, NO. 6

Search for students is now world-wide

GEORGE BROWN IS EMBARKING on an aggressive campaign to recruit students from outside Canada.

College staff have designed new programs for these students and are preparing to woo them with brochures, videos and presentations by recruiters in places as far flung as Mexico and the Far East.

While George Brown has always enrolled a few hundred international students, it now wants many more to be integrated in many full-time programs as well as filling special English and college preparation classes.

Staff involved in the recruiting effort say international students will bring a needed global focus to class discussions.

"We have to become international," says Bill George of the college's International Centre.

International students will expose their Canadian classmates and teachers to other ways of thinking that could prove valuable in the increasingly global working world, he says.

One early payoff of international contact, now being explored, is the possibility of graduates of the college's International Trade program doing internships in Taipei.

But George Brown's motivation is financial as well as educational.

"Foreign students pay more tuition — and pay it up front — than our domestic students,"

president John Rankin told a staff meeting at Casa Loma last fall.

He was referring to a recent change in Ontario government regarding the \$7,700 annual tuition fee that each full-time international student pays.

Until this academic year, those fees were handed over to the

provincial government, who in turn gave George Brown a grant equal to that of a Canadian student. Because of the funding method used by the province, the college would only get a reduced portion of the actual fees paid — less than \$4,000 — three years after the student started college.

Now, with the change in Ontario policy, George Brown is keeping the full

tuition for international students — a change that means as much as \$4,000 extra for the college right away.

Rankin said the stepped-up recruiting effort will bring an additional \$600,000 to the college in the financial year starting April 1, 1994 — an amount that could be raised with the enrolment of about 80 international students.

Almost half of George Brown's 330 current international students come from Hong Kong, Taiwan and mainland China — places where the economy is vibrant and post-secondary educational opportunities are limited. Now George Brown is setting its sights on recruiting students from

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Nie wierzę...



Advertising in Poland P. 9



CASA LOMA CLIP JOINT — Teacher Emilio Zamperini gives January Ives a few pointers in the hairstyling lab at Casa Loma campus that opened for business in January. Apprenticeship students, like Ives, hone their skills there doing both classes and practice cuts before working in salons across southern Ontario. Electrical teacher Gord Walter (bottom), who sat calmly throughout the experience, didn't know that Ives had never cut a man's hair before, but he was impressed with the results. "I shocked myself," Ives said afterwards. "You really learn a lot by watching the instructor and seeing the little things he does." The salon, which welcomes students, staff and the public, is open from 9 a.m. to 1:30 p.m. Wednesday to Friday. Men's haircuts are \$3.50 and women pay \$8.perms cost \$21. Men can drop in for haircuts, women are asked to make reservations by calling 944-4852.

College faces a \$7 million budget shortfall

WHILE FUNDING IS A perennial issue at colleges, this year George Brown is grappling with a financial problem more serious than most.

Faced with dramatic declines in government funding, the college is having to reduce spending by more than \$7 million to balance its \$120-million operating budget for the fiscal year starting April 1, 1994.

The spending reductions could mean program and service cuts and, because about 75 per cent of college spending is

on salaries, some college staff could get layoff notices, says president John Rankin.

No particular program or service cuts have been announced yet, and there is no indication what effect the budget cuts will ultimately have on students or staff.

The effect of the cuts on each department will vary because of a new budgeting method adopted this year by George Brown.

"Every effort must be made by those involved in the budget

process to ensure that the effects of budget constraint are minimized for students and staff," says college vice-president Frank Sorochinsky.

George Brown has run increasingly large planned deficits for several years — this year's could be as high as \$1.8 million — that it paid from its financial reserve fund. Colleges cannot legally carry a deficit from one year to the next, or borrow money to cover a deficit.

Continued on page 2

COLLEGE HAS A STUDENT RESIDENCE — P. 3

HEARD IN THE HALLS

Celebrating Diversity Week at George Brown, which starts at the end of February, will feature special events and anti-racism workshops. This month we asked if there was racism at the college



"There's racism everywhere in the world, why wouldn't there be some at George Brown. The whole world is built on oppression and dominance. It's white male oppression...the root of all racism."

Sandy Fishleigh
Coordinator, Assaulted Women and Child Counsellor Advocate Program
Nightingale Campus



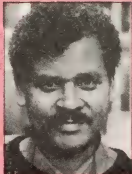
"Yes. I've felt it and I've heard from my friends. Some people in my classes don't talk to certain people...but it's gotten better since the beginning of the year, since people are getting to know each other."

Joon Park
Fashion student
Kensington Campus



"I would hope there's not, because there are so many different races here...I suppose it would be in the same proportion with the rest of the population. There's a great opportunity here to have less with all these different races."

Merton Silverman
American Sign Language Continuing Education student
St. James Campus



"I really don't have any complaints myself. We have eight or nine different ethnic groups in my department and I have never really come across any. I've been here for 20 years and I haven't experienced any racial complaints."

Steve Samuel
Computer Operator, Information Systems Department
Casa Loma Campus

Shortfall means college-wide spending cuts

Continued from page 1

The reserve fund, which is held to avert financial catastrophe, will be reduced to a minimum level of about \$2 million at the end of the current financial year on March 31, 1994 and cannot be used again, Rankin says.

"It's the first year we won't have a cushion."

In past years that cushion was used to "minimize the impact on people" of the college's financial difficulties — something that is no longer an option, Rankin says.

Last year George Brown issued lay-off notices to several dozen staff, mostly teachers in the School of Science and

Technology, however no staff left the college involuntarily, he says.

Some were found other jobs, took early retirement or resigned voluntarily with enhanced severance packages.

Spending cuts are most likely to have an effect on full-time teachers because salaries account for about 75 per cent of George Brown's spending, and teachers make up the largest staff group at the college.

George Brown currently has a full-time staff of about 1,300 people — down about five per cent from 1992. A Human Resources Department study found that on Aug. 31, 1993, the college had 1,304 employees including 666 teachers, counsellors and librarians, 532 support staff and 106 administrators. A year earlier it had 706 academic staff, 544 support staff and 112 administrators.

The college started to drastically cut spending in 1993 to trim hundreds of thousands of dollars from its budget by the end of March, 1994. Those cuts will allow it to come up with the planned \$1.8 million deficit that will be covered by the dwindling reserve fund.

Any additional savings this year will be used to reduce spending cuts for the next year, Rankin says.

Layoffs for full-time academic and support staff are reviewed by joint union-management employment stability committees which can seek alternatives to job losses and pay for retraining redundant staff for new positions in or out of the college.



Building renovation student Tony Rinomato (right) talks with George Brown president John Rankin after a meeting at Casa Loma campus on Jan 18.

College unresponsive to complaints, students tell president at forum

SOME STUDENTS ARE FED-up with the college bureaucracy and they let it be known at a crowded and sometimes angry forum with president John Rankin on Jan. 18.

Rankin was told that some college staff are insensitive and unresponsive to student complaints and concerns, which ranged from sexual harassment to class scheduling to the process of launching complaints against instructors.

Several students at the forum, held in the Casa Loma student lounge, wanted their individual concerns be addressed, but organizers explained the forum was set up to address more general issues.

A student told Rankin that after launching a complaint with his chair he was now concerned about his academic future.

His instructor "let it be known that to complain is to sign your academic death warrant," he told Rankin. "We followed the chain of command to our chair and we were referred back to our instructor and told that our complaint was petty."

Rankin agreed to meet with the student and look into the case.

"We are concerned about student rights but we're also concerned about the staff's rights. This is not the first time I've heard this kind of complaint," Rankin told students. "If you've been to two levels (in your department) and still fail to get a response, then we will deal with it."

But, Rankin said, he would prefer if each department could deal with these issues internally.

Rankin told the forum that the college won't tolerate any forms of sexual harassment.

"We have adopted a zero-tolerance policy, and that is we will not tolerate any kind of harassment against any women."

Rankin told the students that the college encourages students to step forward and voice their complaints, and guaranteed quick action on each complaint.

Clare Laylor, a second-year technology student, told Rankin that some staff are not even aware of what the college's sexual harassment policies are.

"When I was launching a complaint, I went to the head of my department and he had to copy my copy of the (sexual harassment policy) document," she said. "He didn't even have his own."

Although taking account of student concerns, Rankin recognized the irony of a college president addressing such complaints.

"Of all the people who know about our problems, I'm probably the least knowledgeable," he said. "Not because I don't care, but because of the hierarchy, I'm the furthest away."

The capacity crowd was a relief to forum organizers who only attracted six students to the same gathering last year.

The forum was sponsored by student administrative council and the Student Life Advisory Committee.

Celebrate Success

Nominate a college employee you feel deserves recognition for his or her contribution to the college or the community.

THE 1994 BOARD OF GOVERNORS' AWARDS OF EXCELLENCE

The Awards are open to all full-time and part-time support, academic and administrative staff members. Any college employee or student may nominate deserving individuals.

Pick up an Awards information and nomination package at your Campus Manager's or Student Council office.



Do it soon!
The deadline for nominations is
Friday, March 4, 1994.



GOT A GRIPE AT 2 A.M.?

Give City College News a call on its new 24-hour comment line



Do you have an opinion about George Brown or college that you'd like to share with our readers? Give us a call at 867-2279 and leave a message up to five minutes in length. We'll transcribe your call and publish it in the next issue of City College News as a letter. Don't forget to add (and spell) your name and your phone number.

NEWS SHORTS

ST. JAMES INFORMATION BOOTH STAFF HELP 150 PEOPLE EVERY DAY

More than 150 people every day – and as many as 250 on some days – use the information booth in the lobby of the main St. James campus building at 200 King St. E. For the first time since the booth was built 18 months ago, it is being staffed all day in a three-month pilot project that started in January to gauge demand for the service. Previously, the booth was only staffed in the early evening and all day for the first few days of fall and winter semesters. Project co-ordinator Susan Rock says some people need directions, others are referred to the right office, but most seek information and sometimes guidance about courses offered at the college. “They just need some help in making decisions,” she says. The bold information sign also seems to be a magnet for people who have more general information needs. “They’ll ask where the closest Royal Bank is, or how to get to the Eaton Centre. One guy came up and asked where the office of God was.” The information booth, located just west of the main King Street door to the campus, is staffed until the end of March from 8:30 a.m. to 7 p.m. Monday to Thursday, and 8:30 a.m. to 4:30 p.m. on Fridays. The booth at Casa Loma is open from 10 a.m. to 4:45 p.m. to 6:45 p.m. Monday to Thursday.

WORLD-FAMOUS ADVOCATE OF FINE, BUT LOW-FAT DINING TO DEMONSTRATE TECHNIQUES

World-famous Swiss chef Anton Mosimann will demonstrate his innovative low-fat cooking techniques for School of Hospitality studies and teachers on Feb. 17. Mosimann is best known for developing what he calls *cuisine naturelle* – cooking that brings out the natural tastes and textures of food and features low-fat substitutes for oil and high-fat dairy products like butter and cream. Based in London, where he runs a restaurant, Mosimann was head chef at the ritzy Dorchester Hotel for 13 years starting in 1975. In the two-hour demonstration he will cook recipes from his book *The Art of Mosimann*. He will also have a special lunch at Seigfried's Dining Room that features dishes from the book prepared by George Brown staff and students.

MID-FEBRUARY THEATRE REVUE SPOOFS STUDENT LIFE AT GEORGE BROWN

The next time you buy a hamburger in the cafeteria imagine Versa spit breaking into a heartfelt rendition of *Don't Cry for Me Argentina*. If this absurd juxtaposition makes you smile, you'll probably enjoy the latest creation of George Brown's theatre program. The meeting of burgers and Broadway is just one of many humorous images created in the new production that spoofs life at a big, urban college in the mid-1990s. Called *George Brown Follies of '94*, the two-hour production is made up of more than 25 sketches and songs that have been written by George Brown theatre students.

It touches many aspects of student life including student loans, relationships, job hunting, the trials of getting to college on public transportation, and dealing with college red tape.

“It about what it's like to be a student,” says director Richard Ousounian. “It reflects their sensibilities.”

While the production, which has a cast of 30, is salted with reminders of George Brown, the frustrations students face are universal, he says.

George Brown Follies of '94 is being performed at the Betty Oliphant Theatre (404 Jarvis St.) at 8 p.m. on February 16, 17, 18 and 19, 1994. The opening night performance on Feb. 16 is a gala benefit with proceeds from \$25 tickets going towards a performing arts scholarship fund. Tickets for other performances cost \$12 and can be ordered by calling 867-2167.

BUSINESS, ACADEMIC DIVISIONS ARE NOW FACULTIES

Starting in January two more academic divisions of George Brown changed their names. The School of Business is now the Faculty of Business, and the Academic Division is now the Faculty of Academic Studies and Resources. The addition of the word resources to the name of the latter signals the addition of the college's libraries (also called learning resource centres) and audio-visual services to the former academic division under dean Ron Waldie. With the recently announced name changes, George Brown now has five faculties (business, community services, health sciences, access and preparatory studies, and academic studies and resources), two schools (hospitality and science and technology), two divisions (fashion and graphic arts), and one centre (arts).

STUDIES CONTINUING TO FIND NEW HOME FOR ENGLISH AS A SECOND LANGUAGE PROGRAMS

Computer studies and timetabling simulations are still underway to see where George Brown's massive English as a Second Language (ESL) department can fit. The tests, being co-ordinated by registrar George Burton, will indicate if the programs can be moved from their current location at the soon-to-be-closed Kensington campus to St. James, as originally planned in the college's campus renewal program. Martin Kerman, George Brown's executive director of campus operations, says the college waited until after winter classes started to test the capacity of St. James. The ESL department needs 32 classrooms during the day plus language lab and office space for staff. Kensington campus must be vacated by George Brown by March, 1995.



MICHENER INSTITUTE student Tom Hewak relaxes in his small room on the eighth floor of the residence at Nightingale Campus (pictured below). He's one of about 30 students from the Institute who have lived on the top two floors of the campus since September, 1993.

Michener Institute students now call George Brown home

GEORGE BROWN HAS A student residence – but not for George Brown students.

About thirty students from the Michener Institute for Applied Health Sciences now pay \$325 a month to call George Brown's Nightingale campus home for the school year.

Since September they've been living on the top two floors of the campus building, near the intersection of University and Elm avenues, when the Institute leased the space to accommodate out-of-town students who couldn't fit in a larger residence nearby.

Students have small rooms and share bathroom and kitchen facilities.

The residence was originally built more than 30 years ago to house student nurses who were studying at what was then the Nightingale School of Nursing. Until last summer the top three floors of the eight storey building were leased by the Michener for Sick Children, who used it to house out-of-town family members of patients.

The Michener Institute, a post-secondary institution specializing in medical technology that stands kitty-corner to the campus, has a one-year lease on the top three floors of the building – although only the top two are being used – and is currently negotiating for a second year.

Michener undertook some renovations when it leased the space, including removal of asbestos from the ceilings and installation of security panels in the elevators to allow only students with special keys access to the top three floors. The Institute also pays for cleaning the space, maintenance and security.

On the eighth floor where men are housed (women stay on



the seventh) there are 24 small rooms. The pink and white walls are dotted with graffiti, and the common room is decorated in bright orange and chocolate brown.

The students who live there envy their classmates who live in the larger Michener residence.

“It's like night and day,” says Tom Hewak, a first-year Michener chiropractic student living at Nightingale. “Their is like the Sheraton. They've got full carpeting, their own showers and air conditioning.”

After the Hospital for Sick Children gave their notice last year, George Brown staff studied the feasibility of using the space as a residence for its own students, but rejected the idea

because it would be a drain of college funds.

“We'd essentially be losing our shirts if we did that,” said Bryan Gregg, the college's manager of business services. “The Michener people already have an infrastructure in place to cover the costs.”

Lloyd Schneider, Michener's vice-president of institute services says the amount of money the Institute takes in rent from students – more than \$80,000 – doesn't match the costs connected with the residence.

“It's closer to a service. We've put a fair bit of money for upgrading in there,” he says.

He is also frank about the interest that the Institute has in buying the whole building from George Brown.

George Brown is committed to closing the building at some point in the future and moving programs housed there to Casa Loma or St. James campuses.

While the campus may seem like a valuable piece of property, connected by an underground tunnel to several hospitals, restrictive covenants on the property make it unattractive for many types of redevelopment, according to Martin Kerman, George Brown's executive director of campus operations.

Daycare to open in September

CASA LOMA'S DAY-CARE centre is slated for opening in September, 1994 – several months later than originally planned. Construction, which should start by the end of January, was delayed after initial construction bids were higher than the \$1.4-million project allowed. Architects then revised

plans to save money by joining heating and cooling systems to the main Casa Loma building at 160 Kendal Ave. and specifying cheaper materials in some places – and construction firms were asked to bid again. The college's day-care centre at Kensington will remain open until the yet-to-be-named Casa Loma Centre opens.

Proud of my race

By Claire M. Smith-Victor

Here we are again. Another February. Another "Black History Month". Time to dust off the artifacts, books and posters and put them on display. Time to resurrect speakers so they can give

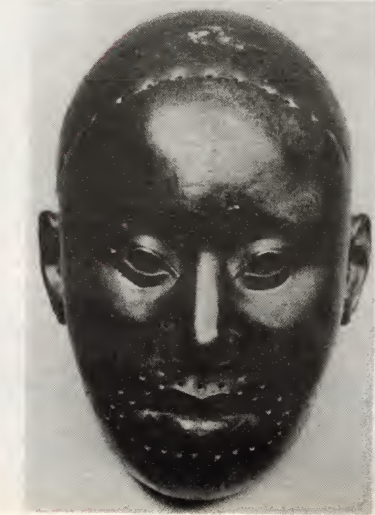
COMMENT

account of our history and numerous contributions to the development of this country and the western world. All in 28 days. On March 1, artifacts, books, posters and speakers will once again be relegated to a place of holding until next year.

Black History Month is treated like Christmas. Right after December 25, ornaments and decorations are packed away for another year and the tree is tossed to the curb for garbage collection. Every year Black History Month seems to be ritualized and, to a great extent, trivialized, by some people who view the exercise as a way to "pacify" blacks.

My history is more than a month of speeches, displays and celebration. It is knowing that I am part of this country and have helped to develop this country. It is knowing that I have a rich heritage that began on the continent of Africa thousands of years ago. It is knowing that as far back as the mind can go, my ancestors lived on a continent that has great mineral wealth, including large deposits of diamonds, gold, copper and petroleum — a land of vast and valuable forests.

Africa is known for its rich kingdoms and famous kings and queens. The earliest known kingdom is Ghana. By the eighth century, Ghana was already a thriving state led by black African Soninke



This finely-crafted bronze head, thought to represent the Oni, or king, Obafunke II, is from the ancient West African Empire of Ife. Ife artists and artisans had perfected the lost-wax method of metal casting by the 1200s. It was given one of many African kingdoms and empires with sophisticated trade economies and social structures that flourished centuries before contact with Europeans.

kings. Ghana, even back then, was known for its wealth in gold, and was where iron ore was first smelted in the region. Ghana's influence and power extended as far south as Niger and Senegal and north into the desert. This kingdom remained intact for hundreds of years.

Then there were the great empires of Mali and Songhai.

These empires were in existence from 300 A.D. to the late 1500s. They had efficient governments and thrived on trading, farming and gold mining. Songhai also had excellent universities in cities such as Timbuktu.

Let us not forget our great black queens: Cleopatra, wife of Akenaten, a pharaoh in Egypt, and Queen Nefertiti.

Not until the 1400s did the Portuguese begin to explore Africa's west coast. In the late 1800s the European governments began to claim parts of Africa. However, it was with the arrival of the Portuguese that the shipment of black Africans were brought to Europe. And the rest is history.

We are a people of survivors. For all intents and purposes, we were not supposed to have survived because of the devastating exploitation and hardship. However, we did. We survived and contributed to the development of North America and Europe. We survived and made remarkable contributions.

I must recognize and celebrate the contributions of inventors and trailblazers like:

Frederick Jones, who invented the refrigerated truck.

Dr. George Caruthers, for the space camera and spectrograph.

Continued on page 11

LETTERS

Student remembered

To the Editor,

I have written the following letter about Louise Hollings, a second year Court Reporting student who died in a car accident recently. Her untimely and tragic death was a shock to her fellow students and teachers:

Louise, although you are no longer with us, your classmates and I wish to express how privileged we were to have shared part of our lives with you through our school activities. You were a unique and wonderful person who had so many dreams and hopes for the future.

Having left home at age 16, you worked at a variety of jobs and after a number of years away, decided to return to school to complete your high school education. You came to the Court Reporting program at George Brown at age 27, having completed grade 12 and 13 while supporting yourself through part-time work.

I remember opening the classroom door at 7:30 a.m. and you were most often the first one waiting to enter the room. We never knew how you would be dressed that day — you would have your "hippie days", your "cowboy days" and other outfits which you painstakingly put together for a certain look. You were so happy to have acquired a new piece of clothing at a reasonable price. Louise, you set such an example for us of how one could live a full life on a tight budget. You made do with very little and even though times were tough, you were always determined to enjoy everything life had to offer.

I remember you would visit my office for a chat about the trials and tribulations of life after which you would go back to your classes ready to brave the world once more.

You had set-backs, such as when you hurt your wrist on the job last summer and were unable to practice your machine. You also had to give up your job which you enjoyed. Nevertheless, even though your wrist hadn't healed completely, you persevered and made up the lost time in the fall semester determined to catch up. We remember you for your spirited attitude towards life. You weren't going to take things lying down quietly. We all knew if something bothered you, you spoke your mind.

We remember that you were "Miss Fix-it" and so good with your hands: you put posters up around the room; you fixed your locker by adding a cardboard shelf to increase its capacity. Everywhere we looked in the class, we are reminded of something you did or said.

Each one in the class knew you in their own special way. We will never forget how you got up with such spontaneous abandon and sang at our class Christmas party last year — that was a side of you we hadn't known.

You made friends with people from all ages and all walks of life, using those you respected as your mentors and passing on your wisdom to those who sought your help.

Louise, you were truly a treasure and a shining light to us. Your spirit will live with us forever.

Claudine Kennedy,
Teacher, School of Business,
St. James

Smokers

To the Editor,

If George Brown doesn't increase enforcement of its no smoking policy at St. James Campus it will have to amend its signs to read "No Smoking in good weather."

That's because whenever it has been cold or wet outside there is a gaggle of smokers permitted in the stairwells on the Adelaide Street side of the building. Everywhere I have to leave by one of these exits I have to push through the smokers, brandishing their cigarettes, who are just too lazy or wimpy to stand outside in a nearby covered area.

Besides the unpleasantness, smokers add a grimy layer of ashes and butts inside the entrance and their smoke also starts to permeate the building — being carried throughout it by the ventilation system. Who wants to breathe second-hand smoke? Not me. What is George Brown doing about it?

(name withheld by request)

CITY COLLEGE NEWS

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GEORGE BROWN
COLLEGE

HERE'S HOW TO HAVE YOUR SAY!

City College News wants you to have your say! If you're concerned about a topic, event or issue that you think will be of interest to students and staff at George Brown — put it down on paper. Write a letter or an article, or just suggest a story idea to us. Here's how you do it.

1. Make sure your submission is legible (it can be typed or handwritten), keeps to the point, and is brief. If it's too long we may edit it for length as well as for grammar and spelling.

2. Sign your submission and include your full name, telephone number, address and some indication of your affiliation with the college (i.e., course name, job, etc.).

3. You may request that your name be withheld from publication. We will respect your request if you provide us with a reason.

4. We welcome anonymous story suggestions, news tips or other material; however, as in all cases above, City College News staff and its editorial board will make decisions about what will be published.

5. Keep a copy of what you send to us. We will not return unsolicited material, including photographs, unless we are provided with a stamped, self-addressed envelope.

6. Drop off your submission in a sealed envelope at the mail slot in the information booths in the front lobby of 200 King St. E. at St. James Campus or the third floor entrance of 160 Kendal Ave. at Casa Lima, or send by Canada Post or internal college mail to:

Editor, City College News, Marketing Services Department, 200 King St. E.,
Room 542E, George Brown College, Toronto, Ont. M5A 3W8 or fax it to (416) 867-2303.

The deadline for submissions and letters for our March issue is February 15.

PLEASE NOTE: City College News will not publish material that, in the opinion of its legal counsel, could be libelous or could contravene the Ontario Freedom of Information Act or any other municipal, provincial, or federal statute. In addition, it will not publish material that includes discrimination on the basis of race, religion, ethnicity, nationality, disability, sex, sexual orientation, age, social class, occupation, political belief, family status or appearance.

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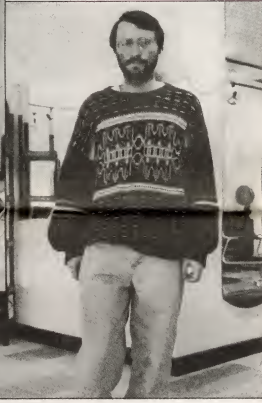
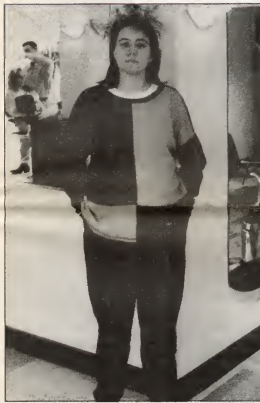
SPECIAL
PULL-OUT SECTION

CONTINUING EDUCATION

REPORT

A SPECIAL SUPPLEMENT ABOUT CONTINUING EDUCATION AT GEORGE BROWN COLLEGE

WINTER 1994



BEFORE AND AFTER - Lisa Michaels (left) and Leszek Wrona undergo image transformations under the care of image consultant Karen Brunger. Do you judge a book by it's cover? Perhaps not in the library, but in the world of business where decisions are made at the blink of an eye, the cover may be all you have, so make the best of it, advises Brunger.

What a professional consultant can do for *Your Image*

By Peter Vamos

You might have seen Leszek Wrona but you'd probably never notice him.

Wrona, a mechanical engineer with a masters degree from Montreal's McGill University, was laid off three months ago as a consultant at Spar Aerospace. As with many people between jobs, Wrona was not paying close attention to the way he looked.

His beard hadn't been trimmed in months and was creeping down his neck and up his cheeks. His ash brown hair was matted and lusterless. As he walked across the lobby of St. James campus in mid-January he

wore a loose wool sweater, ill-fitting blue jeans, and a pair of thick eye glasses that sat on his face like goggles.

On first impression Wrona didn't stand out in any way — and certainly didn't betray his professional background. But for image consultant Karen Brunger, that made him a dream come true.

Brunger conscripted him to demonstrate how students can look more professional in their jobs and while searching for work. She has made a profession out of helping people look the best they can. She's currently working on her first book, *How to be Taken Seriously*, and she teaches a

George Brown continuing education course in image consulting.

By the time she finished with him, Wrona, 32, would literally be a new man. It was something more than a simple alteration in his appearance. He carried himself with greater authority and more professionalism — and he was only getting the bare-bones treatment.

"I couldn't wait to get my hands on him," Brunger says figuratively. "There was obvious potential there, but he was obviously sabotaging himself!"

Studies show, Brunger said, that even a simple hair cut can raise someone's yearly earning potential by thousands of dollars. By that scale, she was going to make Wrona look like a million-dollar man.

So, on a blustery Friday in January, they set out for an afternoon of image alteration along with Lisa Michaels, a part-time college employee and full-time student at York University, who volunteered to be Brunger's female guinea pig.

The day began at Yvettes'

Consignment Fashions at 943 Kingston Rd., in the Beaches.

The purpose was to find Michaels a low-cost jacket and skirt that suited her, based on her natural colors: brown eyes, light brown undertones in her hair and her natural pigmentation.

Using the seasonal theory of color analysis, Brunger decided that Michaels was on the border between Spring and Autumn, both warm shadings.

Seasonal color analysis categorizes people into four groups, Winter, Spring, Summer or Autumn. Certain shades are associated with each season and





Hairstylist Daniel Naumovski takes care of the beard as Wrona approaches the finale of his transformation process.

Image consultants

continued from page 5

people should dress according to their seasonal shading criteria, she says. Spring colors are warm and bright. Autumn colours, also warm, are more muted earth tones such as greens, browns and

For Michaels, Brunger choose a winter white shirt, a grey and taupe wool jacket with suede trim and matching suede skirt. Michaels' shoes and tights were taupe as well, and Brunger added gold jewelry to complete the look.

Brunger, an impeccable dresser, was fully coordinated, wearing a long french blue sweater, matching tights, black winter boots and silver jewelry. Her colors are summer, she says.

Communications, which concentrates on voice and body language and professional presentation.

Her students find work fairly easily, she says and the surface has barely been scratched. Brunger has never marketed herself and her clients come through word-of-mouth.

She also gives workshops, seminars and is corporate consultant to such companies as Manufacturers' Life, Imperial Optical and McMaster University.

Typically, Brunger charges \$100 per hour for a private consultation and a full image analysis takes anywhere from a half day to several days depending on how much help her clients need and how much they want. She also offers a basic analysis for \$50 for budget-conscious students looking to spruce up their image.

Often, Brunger's clients come to her because they need to be pulled out of a rut. Although their clothes and image suit their position, they're being passed over for promotions or pay raises or they're not getting the kind of work they feel they're capable of, she says. That's when they turn to an image consultant.

The process itself can be consciousness raising. "It can mean that some changes happen in the person's life when they're changing that dramatically on the outside: how people perceive them, what happens to them at work, what happens to them in their social life, opportunities and people that are attracted to them or that they attract to themselves," she says.

Her clients go through a consultation, a color analysis and she'll accompany them to the hair stylist and clothing stores.

Her job also takes her into the most private corners of her clients' lives. Often she will spend hours going through their closets. "Usually this is a real educational experience for the person because they will have no idea about how some of the clothing they have been wearing has been fitting them, how just subtle changes can make a major difference. Many times it will be a matter of the person trying on most of their

clothing and setting aside some that might just need minor alterations...and sometimes it even means just getting rid of it."

Once a client even brought in his underwear to make his image transformation as complete as possible. This project would not be so intimate.

Brunger met with Wrona at Grafton & Co. in the Eaton Centre. This was their first meeting and you could see the excitement in Brunger's eyes. Wrona, a bright and congenial man, threw himself enthusiastically into the project.

Brunger, in consultation with store manager Basil Bennett, chose a navy blue, double-breasted wool suit; a white shirt with plum pinstripes; and a matching navy blue tie with green, plum and grey tear drop patterns: Summer colors.

Every man should own at least one navy wool suit, Brunger says. No garment looks more professional on a man.

Wool suits have an added advantage that, unlike synthetic fibres, wool doesn't retain body odors and rarely needs dry cleaning. They should be aired out and hung in the bathroom occasionally to allow the steam to smooth out the wrinkles when you shower.

Her final stop was Private Lines in Hair, a salon on Yorkville Ave., where stylist Daniel Naumovski went to work. Wrona's hair was trimmed and set with a stylish down-turned wave coming off his natural part. Then his wild beard was trimmed and shaved into a tight goatee.

Meanwhile Maureen Greenstein, a student in George Brown's Professional Make Up Certificate program, was busy applying the finishing touches to Michaels. With a minimum of styling to her hair, her make-over was complete.

Was the opportunity to have someone look critically at her image worth the trouble?

"I think it's very valuable," Michaels says. "It gives you the opportunity to look at yourself in a different way."

The final touch for Wrona was a pair of round metal-rimmed glasses from Josephson's Optical. Modern optical technology has made thick lenses obsolete, Brunger said.

Standing in the salon, navy suit hanging perfectly from his shoulders, his back seemed straighter and his chin arched up. For the first time that day, Wrona looked like a professional, someone in control of his life.

"It felt good," he said. "I felt like I would get more attention this way."

Later, over a coffee, in his street clothes again, Wrona said the experience won't alter his dressing style dramatically. Although he was thinking about keeping the goatee.

"I prefer paying more attention to being comfortable than to looking good."

There's nothing wrong with feeling comfortable with yourself and believing that is when you are at your best—but it's something else to look your best. According to Brunger, the most successful people are those who can marry the two.

"Really, it's a tool," Brunger said. "It really doesn't matter how you look on the outside; it really is who you are on the inside that counts. On the other hand, the way the world works is that we are all biased and we do make judgements, even if it's on a subconscious level, and when we look at someone, we're usually deciding in the first few seconds if that's someone we want to hire or someone we want to get to know. So it's that first impression again."

BOOST YOUR IMAGE

with tips from image consultant Karen Brunger

Hair: "The most important thing is hair because hair is with you all the time," says image consultant Karen Brunger. "So don't necessarily go for the \$6 hair cut."

- A good hair dresser will always sit you down and talk to you about your hair and what they can do.
- every time you go, they should have a fresh consultation before you get a wash

General clothing tips: "Buy the best quality that you can afford."

- instead of having 20 shirts or blouses, have four or five good ones
- pare down your wardrobe for maximum efficiency, so that you can match different articles and create a new look with what you already have
- most of your money should go into buying a good jacket because that's what people notice—the way it sits on your shoulders and its cut.

rusty reds. Winter and summer consist of cool shades. Winters are the vivid, cool colors such as deep burgundy and rich, dark navy blue and midnight black. Summer colors are the same as winter but the shades are softer: greys, blues, plummy colors or soft burgundies and powdery shades which hold grey or blue tones.

Face and clothing should flow into each other, Brunger says. Among other things, certain colours of clothing can make a person's skin look blotchy or make their jaw line obtrusive or highlight facial stubble. The key to finding your natural colors is to avoid attracting attention to any single part of your appearance, therefore attracting attention to your appearance as a whole.

"Each person has their own power colours or colours that make them come out and seem more important," Brunger says.

Brunger grew up on a farm outside Winnipeg and graduated from the University of Manitoba, with further training at the Fashion Institute of Canada and the Seasons Academy of Fashion Color Analysis.

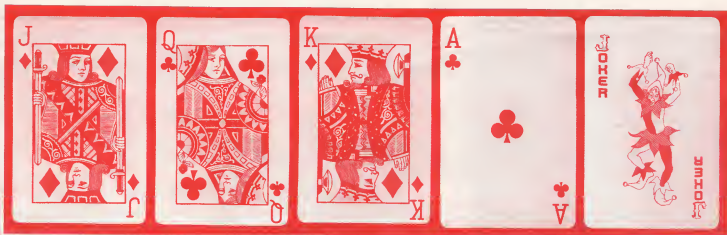
"My whole life people been asking me what styles they should wear, how they should wear their hair, could I go shopping with them? So it just seemed to be a natural evolution to go into this."

Her talents grew out of isolation. Growing up on a prairie farm, Brunger spent much time in personal reflection, analyzing herself and her personal appearance. "It's so isolated and very lonely," she says.

Brunger conceived and put together the Image Consulting program for the Continuing Education department. She teaches two courses: Style and Image, an introductory course on image consulting, and Interpersonal and Group



Lisa Michaels has her colors analyzed by Karen Brunger before the image consultant goes to work finding the clothes that suit her skin tones, eyes and hair.



GAMBLING ON GAMBLING

Everybody from governments to evening students are betting that casinos will pay off big.

By Peter Vamos

The dice have yet to complete their absurd tumble to the end of the provincial craps table, but the players are already counting their winnings. The name of the game is legalized gambling in Ontario and the booty is worth millions to everyone playing.

The big winner will be the provincial government, cashing in for a cool \$265 million in increased tax revenue annually. The federal government stands to earn \$100 million or so, and municipalities are in for their cut as well. The City of Windsor, the location of Ontario's first casino, could earn up to \$15 million a year in taxes alone, plus spin off benefits from what they say will be the creation of more than 7,000 jobs in the region.

George Brown is in on the gamble too. The college has been given the exclusive mandate to provide gambling training for Toronto casino staff — when they open sometime down the road.

Although the city has not yet been granted a casino, an evening course in blackjack dealing started in September and the college's School of Hospitality hopes to bring a full certificate program on-line within the next year or so.

Blackjack, which is also called 21, is a card game in which players are dealt a series of cards and bet on their ability to have their cards add up to 21, or close to it, and to beat the dealer's hand.

With less than four months to go until the opening of an interim casino in the Windsor Art Gallery, Ontario's gaming regulations are yet to be written. But that's hasn't hampered George Brown. For the past five months, blackjack dealing teacher Nelson Reynolds has been training his full classes from experience.

"I'm teaching now based on the information that I used last summer, which was the rules in Ontario for the CNE. That's the most current thing that I have."

Blackjack is best taught through playing, so every Thursday Reynolds' students are found in the atrium of the Hospitality building, gathered around half a dozen blackjack tables playing the game. The chips are real, the money is from Monopoly.

Reynolds' games are slightly different than those in Europe and Nevada, and may be different than the gaming regulations



BLACKJACK DEALING INSTRUCTOR Nelson Reynolds (far left) gives students (left to right) Marty McIntyre, Wai Ling Ng, Cathie Sullivan and Nelson Milton some gaming tips in the atrium of the Hospitality building. Reynolds, himself a dealer, always comes to class wearing the traditional uniform: white tuxedo shirt, black trousers and black bow tie.

adopted by the Ontario government. But Reynolds is not worried that his students will be left holding the bag.

The Ontario government currently grants dealer licences with relative ease. In fact, you don't even have to know how to play blackjack to be recognized by the government as a dealer. But generally, before a casino hires dealers, they must undergo a rigorous table test.

"Even though I got my licence, I don't know how to deal. That's why I took the course," says Peter Chan, one of Reynolds' students.

"Maybe I can get some part-time work on the weekends, there's a very good opportunity. It's a small investment."

Like Chan, many of the blackjack dealing students are gambling on gambling. They hope to find some kind of casino work in Ontario — or around the world.

"I work for a law firm now but it would be good to get part-time work (dealing)," says a student who identifies herself as Amanda. "I'd like to maybe find work on a cruise ship later."

As the students play, Reynolds moves from table to table observing, repositioning cards (there are specific regulations as to card position) and

reminding the dealers to never touch a player's chips.

When dealers touch a player's winnings they must demonstrate they have not palmed a chip. This is done by either rubbing their hands together or turning them up for the player to see.

Neither Reynolds nor program coordinator Russ Cooper expect that when a student finishes the introduction to blackjack dealing course, they'll be ready for the casino.

"We are not training people up to the point where they're certified dealers, because there are still advanced courses to be given," Cooper says. "We are teaching you the basics, the basic knowledge of the game and how it's run, the odds of everything, and how to deal."

Come April, advanced courses in mini baccarat and rapid blackjack will also be available, Cooper says.

Cooper and Reynolds expect that most of the blackjack dealers who leave George Brown will find work dealing in charity casinos around Toronto. The standard pay in charity dealing is \$9 per hour and don't expect any tips, Reynolds tells his students.

"In Ontario...the tips are tiny. Some guy gets a \$900 win and you get a \$5 tip," he says. "In the Bahamas you can clear eight to nine hundred dollars a week including tips. At the CNE last

summer if you worked four weeks, 18 hours a day, you cleared \$900 total in tips and wages."

Yet professional dealers, working in a casino like the one recently opened in Montreal, can expect a yearly income over \$25,000, he says.

Don Adamyk is currently taking the George Brown blackjack dealing course with a eye to getting one of those jobs. Unlike some of his fellow students, who hope to find part-time work around Toronto on the charity circuit, Adamyk hopes to become a professional dealer.

"Hopefully, I'd like to get into one of the real casinos," he says. "I'm from St. Catharines and there's talk of opening a casino in Niagara Falls or maybe in Quebec." There's also talk of casinos in Ottawa and possibly two in Toronto.

In recent years, there has been a proliferation of legalized gambling across North America. There are now casinos in Montreal, Winnipeg, Calgary, Edmonton, Vancouver, Halifax and Quebec City, and the government of Saskatchewan is looking into casino gambling.

As well, in the past year a number of American states legalized gambling. Indiana, Montana, North and South Dakota, Minnesota, Wisconsin and Michigan all have or plan to have

some form of casino in the coming years. It's legal on several native reservations across 20 states, generating a \$6-billion-a-year industry, and riverboat gambling is coming to such states as Mississippi, Louisiana, Ohio and Iowa.

Several native reservations in Ontario are also vying to run casinos.

"It's the hottest thing, it's a trend," says Reynolds. "People are into it."

Everybody involved in Ontario's small but burgeoning gambling industry, including those at George Brown, are keeping their eyes on Windsor, where the province's first permanent casino is slated to open for business in April.

With several proposed sights in Ontario and the possibility of a casino opening in downtown Detroit, just how real are Windsor's chances of success? Will the proliferation of gambling across North America dampen revenues?

Windsor is counting on 90 per cent of its casino business coming from the United States. There are 4.5 million Americans within an hour's drive of the city and 25 million within six hours. Casino organizers expect 12,000 people per day to pass through their doors. Those numbers will not change if Toronto gets a casino, they say.

"The people involved in the casino bid have characterized the Windsor area as the most lucrative in the North American gambling market at this time," says Anne Rappe, from the Ontario Ministry of Consumer and Commercial Relations' Casino Project.

Its success is guaranteed because right now there is a lack of casinos in the proximity and the size of the market, she says.

Although George Brown's casino program is intended to train students for the Toronto casinos, there may yet be opportunities in Windsor. John Alexander, of the Windsor Casino Recruitment Centre, says their mandate, after hiring from Windsor, is hiring from within the province.

"If we could find enough people from the greater Windsor that have some dealing background, we'd hire them all. If we have to go further, we'd go further," he says. "Hopefully, there won't be too many people that we'll have to go outside of Ontario for."



ALL'S FARE FOR COVER MODEL — Cab driver Frank Truitt, a part-time student in George Brown's Human Services Counsellor program will appear on the cover of the Spring/Summer continuing education calendar. He brings a camcorder to promote George Brown's new certificate program in video arts. Truitt is a former furrier, who graduated from George Brown's now defunct Fur, Leather and Suede program many years ago.

Students are now advising college on courses and services

Student advisory committees are sometimes seen as little more than decoration. They look good for a college and they're often put on display.

But Danny Cushing, George Brown's Dean of Continuing Education and Marketing Services, hopes the newly formed continuing education student advisory committee is much more than that. It should act as a sign-post, pointing the administration toward the best interests of the student body, he says.

"They're as important as they want to make themselves," Cushing says. "At Ryerson, the part-time student group is very important. They're very good at reminding the university of the needs of the students."

The committee was organized last year as a group that could be the legitimate voice of the student body, over 45,000 strong.

"We felt it was important to organize a student group before they organized themselves," Cushing jokes.

The committee's mandate is to ensure the college provides satisfactory services to students in teaching and course content and communicates with students through course catalogues, newsletters and student handbooks. They also ensure adequate provisions in such support services as the cafeteria, library and registration.

At a recent meeting, which Cushing describes as "lively", the committee criticized the Registrar's office for its poor customer service, indiscriminate application of a \$20 course

change fee and questioned the effectiveness of waiting lists for popular courses. The administration is acting on their concerns, Cushing says. Registrar George Burton is to address the committee at its next meeting.

Cushing says George Brown's administration must take the committee seriously. If they don't, then the whole exercise is useless.

"We might as well shut them down then," he says. "If you ask an advisory committee to give you advice and we don't (listen), then it's useless."

Cushing, who currently sits as committee chair, hopes to soon step aside, letting one of the members take over the reins.

"I found our mandate is being a focused voice talking to Danny (Cushing) and moving the issues forward," says committee member Linda Kucherepa.

The committee played an important role in establishing course evaluations for continuing education courses.

Sitting on the committee also gives these students insights into the workings of the college, says Heather Barnett, who has represented the Access Division students for the past year.

"It really makes you realize how complex the George Brown structure has to be to deliver the programs to the students," she says.

Barnett says college services must meet student expectations and, in an era of banking machines and quick, efficient service, students should expect nothing less.

NEW COURSES FOR SPRING/SUMMER 1994

Video certificate program offered

Your spring and summer can be spent with these new courses and certificate programs offered at George Brown College next semester. The Spring/Summer course calendar is available on college campuses on February 28. Fax and drop-box registration starts on March 7 and in-person registration starts on March 28.

VISUAL AND CREATIVE ARTS

Certificate in Video Arts

This program introduces the basics of video production and expands that knowledge and techniques into fully produced video programs using desktop computer special effects and multimedia platforms.

COMPULSORY COURSES

Videoigraphy I

Videoigraphy II

Videoigraphy III

Communication - Ideas in Motion
Writing TV Scripts that Sell

Communication - Ideas in Motion

Communicating by images is older than the spoken word and may one day replace the written word. Investigate why motion pictures are so effective and how to organize and communicate our own ideas and images in a visual format such as video.

Certificate in Artistic Anatomy

This program is for students of fine art and illustration who would like to incorporate the figure into their work. A sound understanding of the human form enables the artist to render the figure from memory.

Anatomy for Artists I

COMPULSORY COURSES

Anatomy for Artists I

Anatomy for Artists II

Anatomy for Artists III

Anatomy for Artists I

A series of drawing exercises will develop visualization skills and the ability to draw from memory. An introduction to the human skeleton stresses its relationship to the masses and proportions of the figure. Prerequisite: Drawing ability.

BUSINESS

Electronic Public Relations

Learn how radio and television work and how to use them.

Public Relations II

Learn how to develop a communications plan, and the various publics, tools and costs.

Media Relations

Learn how to work with the media, getting your message across, developing a news release, the news kit, the scrum and the news conference.

Media Interviews

Today video is the centre of all communications. Learn the requirements of interviewing and being interviewed.

Medical Office Practice I

Learn the concept of the medical team, areas of responsibility, the purpose and types of administrative systems, the role of the office manager, holistic medicine, scheduling and records management.

Prerequisite: Typing 45 wpm and BUS 9590.

Condon Notetaking

Develop notetaking skills for use in an office situation and learn how to plan, outline, edit and proofread the spoken message. Condon notetaking is a fast, effective and simple method.

Prerequisite: Grade 12 English.

COMPUTER STUDIES

Microsoft Word Windows Level I

Learn to produce very sophisticated looking documents by creating, editing, saving and printing various documents and by using character, page and line formatting.

ACCPAC Payables and Receivables Level II

More advanced accounting procedures are demonstrated.

OS/2 Version 2.0 Level I

Gain a general understanding of the use and application of OS/2 and learn some of the concepts surrounding operating environments and multi-tasking systems.

FASHION

Thermoelectric Epilation II

The practice of electrolysis, working with clients, legal and financial aspects of setting up your own business.

Women's Hairstyling Techniques

For professional hairdressers wanting to advance in the artistry

of women's hairstyling, including colouring, braiding, cutting techniques and highlighting effects.

HEALTH SCIENCES

Cast Partial Dentures

The steps required to fabricate a cast partial denture framework, surveying, basic design elements, blockout, duplication to refractory, wax-up, investing, casting and trimming.

R.D.T. Exam Review

Covers complete upper and lower denture, cast partial to wax up stage; three single post to metal anteriors, lower posterior bridge, ortho appliances, and band and loop space maintainer.

Nursing in Ontario

Registered nurse registration exam preparation for out-of-country graduates. Covers trends in health care, legal and ethical implications nursing theories, diagnoses and process, pharmacology, SI metric system, calculation of doses.

HOSPITALITY

Certificate in Food Service Management

This nine-week program provides an opportunity to develop and upgrade professional skills to the level required to take the Canadian Restaurant and Food Services Association certification examination.

Rapid Blackjack

Learn to open and close table, perform buy in procedure, collect and pay bets.

Mini Baccarat

Learn to perform open table and buy in procedures, collect and pay bets, perform close table procedures.

Hospitality Computer Projects

Learn Lotus 1-2-3 spreadsheet enhancements, understand applications of WordPerfect 5.1 and Windows 3.1, WordPerfect presentations.

Thrill of the Grill

The art of barbecue, grill cooking, spit roasting, smoke and fireproof cooking. This course is part of the Junior Gourmet series and is offered to children age 10-18.

Evaluations to guide teachers, college

In the best of all possible worlds, George Brown courses would always exceed the expectations of students, says Danny Cushing, Dean of Continuing Education and Marketing.

With this goal in mind, the Continuing Education department plans to introduce regular course evaluations, starting later this semester, to help focus on problem areas and provide students with the best possible programs.

"Course evaluations should be very important because they're a reflection on the college and whether we are providing the students with what they need," Cushing says.

The evaluations were drafted, with input from the new Continuing Education Advisory Committee, Lorne Bozofino, the former vice-president of Gallup Canada and Ted Hodge, the researcher responsible for the 1993 Metro Colleges Continuing Education Survey. They based the evaluation on information retrieved from the 1993 survey.

Cushing hopes the evaluations reflect the ethical and professional behavior of instructors, their ability to communicate and stimulate interest in the subject, and their availability outside class.

The surveys should also give insight on whether course content

matches the descriptions in the course catalogue and overall appeal of courses to students.

Evaluation results will be taken seriously, Cushing says.

The evaluations will be summarized and given back to the chairs of each department "who will provide instructors with a copy and sit down with them and make sure they understand how their students have rated them and their course," says Cushing.

The evaluation process will be very important in deciding how teachers can improve their skills and, in some cases, whether teachers are asked back next year, he says.



Sophisticated ads like these now appear in the dozens of new glossy magazines that have flooded Poland since the end of communist control in 1989.

Poles to be taught how to use capitalist tool of advertising

They were masterpieces of cinema in miniature. They had lush sets, high drama, superb acting and character development. And they lasted just 60 seconds.

This was what a fairly common sort of TV commercial aired in the heady early days of free-market economy in Poland were like. Directed by people who had spent years making movies for state-run television, they were high on story, short on sales.

"People thought an advertisement was a very short feature film and they neglected the marketing side," says University of Warsaw professor Michal Gajlewicz.

Gajlewicz (which is pronounced Guy-levitz) is now part of a joint Canadian/Polish effort that would banish forever the 60-second drama. With George Brown's help he's developing the first educational programs in advertising and public relations in his rapidly changing central European country.

This first venture by the college behind what was the Iron Curtain is small, but it could become an important growth area for international development programs that link George Brown with businesses and institutions, college officials say. If home-made commercials missed the mark in the years following the 1989 fall of the communist regime in Poland, so did the imports that international ad agencies put on home screens from Gdansk to Krakow.

They would take foreign-made commercials, dub them in what they thought was proper Polish, and broadcast them. The result, because of translation mistakes made out of the country, would often be laughter, says Gajlewicz.

"In some cases they were nonsense or humorous," he says.

But when advertising did work in Poland, it was a marketer's dream come true.

Pitching to an audience starved for western products and unjaded, unlike North Americans, by years of exposure to ads, Poles responded in overwhelming numbers. Sales exceeded expectations for some products, such as tampons, by three and four hundred per cent.

"The efficiency of advertising was enormous," says Gajlewicz.



University of Warsaw professor Michal Gajlewicz visited George Brown in January to learn how advertising and publication relations were taught.

Advertising also made enemies in Poland: when western European and North American advertisers discounted the education level and sophistication of the population, and when they created demand for things that were beyond the financial reach of most people.

"Many people were angry because they couldn't buy the products," says Gajlewicz.

While this type of misjudgment is increasingly rare, there are currently few opportunities in Poland for practical training in advertising and public relations. The industry is dominated by international ad agencies that

are staffed by Poles who either came from a related field — such as the TV drama directors — or worked in advertising overseas.

Gajlewicz sees room for some home-grown talent. He's now developing courses to be taught at the University of Warsaw's Institute of Journalism that will both orient students to this relatively new field, and upgrade the skills of people already working in the industry.

"We plan to offer advertising as a specialization in our institute," he says.

The tasks he faces are enormous — from creating glossaries of terms used in the business, which are often English words with Polish endings tacked on, to setting up a lab with basic equipment such as computers and a photocopier.

While student demand for advertising and public relations courses is great, these tools of capitalism, like capitalism itself, still sit somewhat uneasily in Poland, almost four years after the collapse of communism.

While the Communist Party no longer dominates life as it did for decades, there are "post-communists" in leading political parties and the civil service that still exert influence. There is uneasiness about foreign investment that could replace inefficient state-run businesses and worsen already high unemployment — which now affects three million people in a country with a total population of 38 million. In addition, three years of democracy has fragmented the electorate into about 200 political parties, including those representing socio-economic groups such as peasants and farmers.

It's the instability of this environment and the possibility, however dim, of Poland backsliding into state control, that

Continued on page 10

Recruiting students world-wide

Continued from page 1

Japan, Korea and Mexico.

The college is producing brochures in several languages to distribute to students and has joined with other colleges to produce videos to be shown overseas.

While most international students enrol in job-related post-secondary programs, George Brown has developed several new English as a second language and academic upgrading programs specifically for them.

It is also about to launch an innovative Summer Language program that would mix English and/or French language training with a rich program of outings to places such as Niagara Falls.

"The curriculum isn't going to be that academic. It's going to be activity based," says George.

Some of the 100 students who the college hopes will enrol in the program will also stay with English- or French-speaking families.

The Summer Languages program will probably appeal to young people who want to improve their language skills before starting university, and experience North American

culture, George says.

"It's really an English language holiday program," he says.

Currently George Brown has about 330 international students enrolled in a broad range of programs but with larger concentrations in business, fashion and graphic arts fields. Hospitality programs, which have been widely marketed overseas for years, may have the largest proportion, with international students accounting for about 15 per cent of the student population.

George, who has been on a number of recruiting missions to the Far East over the past few years, says the extra fees international students pay means that George Brown can expand programs to accommodate them, and increase the number of seats for Canadian students.

George Brown is legally required to accept students from Ontario and the rest of Canada before international students, rendering popular programs such as dental assisting inaccessible to international students.

"No Canadian student will ever lose a place because of an international student," says George.

INTERNATIONAL STUDENT PROFILE:

Good English is a must for business in Hong Kong

Vickie Tam loves fashion. After finishing secondary school in Hong Kong, her dreams came

expertise in business. She quit her job and started to look for somewhere to study. Some friends had



come to college in Toronto, so Tam took their lead and applied to all colleges in the Metro area.

"(George Brown) gave a response very quickly so I knew they wanted me to come," she says.

Tam, 23, arrived in Toronto in June, 1993, where she moved in with an friend, also from Hong Kong, and started taking classes College Start - Business.

Now, having recently finished that program, she's starting a two-year diploma business program at George Brown, and may go on to study economics at university.

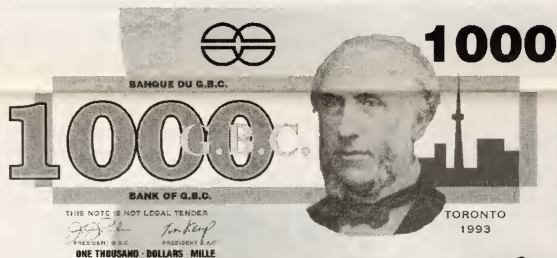
Is she thinking of staying in Canada?

"I think I'll study here for a few years and then return to Hong Kong. My parents live there and they miss me very much."



KIWANIS AWARD - Keri Turney, a third-year Child and Youth Worker student, receives a \$1,900 bursary cheque from George Brown's dean of Community Services Jeff Vile (left) worker and program co-ordinator Tim Klassen (right). The bursary was awarded by the Kiwanis Boys and Girls Clubs to Turney for outstanding achievement and her life-long involvement and volunteer work with the club.

IT CAN PAY TO HELP THE STUDENT EMERGENCY FUND



Raffle '94

1st Prize \$1,000 cash or a year at college*

Other prizes include a week in Florida, Free Continuing Education Courses (excluding material fees), Career Assessment Package from the Career Development Centre, Comedy Evening at Yuk Yuk's, Dinner for 4 at Siegfried's, a gourmet dinner prepared and served at your home by George Brown hospitality students, plus many, many more

All proceeds from this raffle help George Brown students who face unforeseen financial crisis.

Tickets \$2.00, Draw to be held February 10, 1994

THE STUDENT EMERGENCY FUND IS SPONSORED BY
THE STUDENT ADMINISTRATIVE COUNCIL
AND STUDENT SERVICES
OF
GEORGE BROWN COLLEGE

* THIS PRIZE OPTION, WHICH INCLUDES GEORGE BROWN POST-SECONDARY TUITION AND ACTIVITY FEES, \$300 FOR BOOKS AND SUPPLIES, AND A \$50 GIFT CERTIFICATE - IS AVAILABLE ONLY TO ACCEPTED STUDENTS FOR THE 1994/95 ACADEMIC YEAR AND EXCLUDES MATERIAL FEES AND INTERNATIONAL STUDENT PREMIUMS.

Advertising in Poland

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makes the development of advertising programs a priority for the federal government, and through it, George Brown's International Centre.

Gajlewicz's project, which will strengthen the burgeoning free-market economy, is a clear instrument of Canada's foreign policy in Poland. Co-ordinated with staff at Centennial College in Scarborough, it is being funded directly by Canada's Department of External Affairs - a departure from most development projects, which are funded through agencies such as the Canadian International Development Agency (CIDA).

In an era of generally shrinking government money for international development, the former communist states of central and eastern Europe are one area of potential growth, says International Centre manager Pat Stanojevic.

CIDA's budget for international development in third world countries has been cut by millions of dollars over the last

five years, reducing the number of projects that colleges, such as George Brown are involved in.

In supporting the project in Poland, Canada is helping create the infrastructure of skills and human resources that will allow Poland to continue to develop along western, capitalist lines, she says.

While the University of Warsaw can now provide students with an excellent background in the theory of mass

communications

and advertising - Gajlewicz, a sociologist by training, has been teaching advertising for five years - they fall short in training people to actually do the work.

"They don't help the students apply these theories,"

Stanojevic says.

To get a first-hand look at how advertising is practised and taught, Gajlewicz spent several weeks in Toronto in January and early February sitting in on George Brown classes and meeting with college staff.



LEARN FRENCH IN QUEBEC THIS SUMMER



Government bursary for students available for five-week program starting July 4

George Brown's Centre Français offers a unique way to learn French, explore life in Quebec and have a lot of fun this summer. The Centre's French Immersion program is held in the small town of La Pocatière, 130 km. east of Quebec City. Some homestays are available. The bursary covers tuition, books, materials and room and board.

For more information, call Rose, Nancy or Fred at 867-2435, or pick up an application form at campus libraries, SAC and admissions offices.

GOT A GRIPE AT 2 A.M.?

Give City College News a call on its new 24-hour comment line



Do you have an opinion about George Brown or college that you'd like to share with our readers?

Give us a call at 867-2279 and leave a message up to five minutes in length. We'll transcribe your call and publish it in the next issue of City College News as a letter. Don't forget to add (and spell) your name and your phone number.



LIMBO CONTEST - Second-year Hotel Management student Deepika Bhargava bends over backwards in her attempt to win a limbo contest during a mid-January pub at St. James campus. Bhargava couldn't bend far enough and came in a close second to winner Camille Johnson, who squeezed under a bar about two-feet off the floor.

Comment.

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Garret Morgan, for the traffic light.

Norbert Rillicux, for the sugar refining system.

William Hubbard, Acting Mayor of Toronto in 1906 and 1907.

Mary Ann Shadd, the first black female journalist in North America and publisher of Canada's first anti-slavery newspaper and editor of The Provincial Freeman.

A.T. Augusta, one of Toronto's first black doctors who owned a medical office at Yonge and Elm streets.

I am proud of our distinguished authors like Niki Giovanni, Nobel Peace Prize winner Toni Morrison, Buchi Emecheta, Chinua Achebe, Terri McMillan and Derrick Walcott, as well as our poets Maya Angelou, Langston Hughes and Louise Bennett.

I am also proud of people like Mae Jemison M.D., the first black woman selected by NASA for a space mission, and the numerous other educators, artists, musicians, sports giants, politicians and civil rights leaders.

Blacks have distinguished themselves in every professional area. Somehow this information never gets discussed in history classes.

Only through the dissemination of this and other positive information about blacks will other ethnic and racial groups realize that we do not only steal, shoot, do drugs, party and wormanize. It is only through education that we can attempt to eliminate these negative stereotypes.

I would suggest to George Brown College that while it is a good thing to celebrate Black History month, we need to take it all year round. One way of doing so is to offer courses with significant historical about black people. This would certainly be in keeping with Academic Plan

2002 and educational equity.

In this spirit I share the following poem *Still I Rise* by Maya Angelou.

Claire M Smith-Victor is a student counsellor at Casa Loma.

Still I Rise

*You may write me down in history
With your bitter, twisted lies,
You may trod me in the very dirt
But still, like dust, I rise.*

*Does my sassiness upset you?
Why are you beset with gloom?
'Cause I talk like I've got oil wells
Pumping in my living room.*

*Just like moons and like suns,
With the certainty of tides,
Just like hopes springing high,
Still I rise.*

*Did you want to see me broken?
Bowed head and lowered eyes?
Shoulders falling down like teardrops,
Weakness by my soulful cries.*

*Does my haughtiness offend you?
Don't you take it awful hard?
'Cause I laugh like I've got gold mines
Diggin' in my own back yard.*

*You may shoot me with your words,
You may cut me with your eyes,
You may kill me with your hatefulness,
But still, like air, I'll rise.*

*Does my sexiness upset you?
Does it come as a surprise
That I dance like I've got diamonds
At the meeting of my thighs?*

*Out of the huts of history's shame
I rise
Up from the past that's rooted in pain
I rise
I'm a black ocean, leaping and wide,
Welling and swelling I bear in the tide.*

*Leaving behind nights of terror and fear
I rise
Into daybreak that's wondrously clear
I rise
Bringing the gifts that my ancestors gave,
I am the dream and the hope of the slave.
I rise
I rise
I rise.*

CITY COLLEGE CHEWS

Chocolate fondue is simply sinful.

With Valentine's Day just around the corner, it's a good time to think about something romantic — something warm, rich and simply sinful for a cold February night — for you and someone you love.

Bittersweet Chocolate Fondue.*

INGREDIENTS:

- 6 squares bittersweet chocolate, chopped
- 1/3 cup cream or milk
- 3 tbsp. liqueur, brandy or rum (optional)
- assorted fresh fruit or cake cubes

METHOD:

Melt chocolate with cream over hot water in double-boiler. Blend until smooth. Stir in liqueur. Transfer to fondue pot or serving dish. Serve warm and dip cut up fruit, whole strawberries, or pieces of cake.

*From *Tried & True, Go Anywhere, Come as you are Favorites*, a collection of recipes by George Brown's Hospitality Club.

February Events.

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Feb. 19 - Men's Volleyball Tournament, 9 a.m. to 6 p.m.

MEETINGS

Feb. 1 - **Board of Governors** meeting in the boardroom at 500 MacPherson Ave., 5 p.m. All students and staff are welcome to attend.

Feb. 10 - **College Council** meeting at 500 MacPherson Ave., Boardroom, from 8:45 to 11 a.m. All students and staff are welcome to attend.

Feb. 16 - **Academic and Student Affairs Committee** of the Board of Governors, 500 MacPherson Ave., boardroom, 8:30 a.m.

Feb. 22 - **Finance and Property Committee** of the Board of Governors, 500 MacPherson Ave., boardroom, 12:30 p.m.

Feb. 22 - **Strategic Planning Committee** of the Board of Governors, 500 MacPherson Ave., boardroom, 5 p.m.

SEMINARS, WORKSHOPS AND COURSES

STAFF WORKSHOPS

Feb. 7-8 - Professional and career development workshop entitled *Towards Effective Leadership*, offers an in-depth

examination of the complex role of leadership today. Presenters: Tony Souza and Bill Vine. At Casa Loma, 160 Kendal Ave. room C318, 9 a.m. to 4 p.m. (session limited to 20)

Feb. 19 & 26 - **Instructional Effectiveness, Phase 2: Instructional Techniques**. Fran Dungey, Staff Development, will cover such topic as using multiple teaching techniques and effective use of teaching aids.

RELIGIOUS HOLIDAYS AND OBSERVANCES

Feb. 7 - Mulk, Baha'i

Feb. 10 - Chinese/Vietnamese New Year (Year of the Dog)

Feb. 12 - Ramadan Begins, Islam

Feb. 15 - Vasanta Panchami, Hinduism

Feb. 16 - Ash Wed, Christianity

Feb. 25 - Purim, Judaism

Mar. 2 - "Aha", the 19-day fast begins, Baha'i

Mar. 9 - Lailat-ul-Qadr, Islam

Mar. 11 - Mahashivaratri, Hinduism

Mar. 11 - Juma tul-Wida, Islam

Mar. 13 - Eid-ul-Fitr, Islam

FEBRUARY EVENTS

SPECIAL EVENTS

Feb. 1 to 9 - There will be food tastings in the Atrium of the Hospitality building, 300, Adelaide St. E. between 12 and 1 p.m. on the following dates:

- Feb. 1 - Donut tasting
- Feb. 1 - Coffee tasting (11:30 a.m. to 1 p.m.)
- Feb. 2 - Hot Dog tasting
- Feb. 8 - Dim Sum tasting
- Feb. 9 - Ice Cream tasting (11 a.m. to 1 p.m.)

Feb. 2-23 - Black History Month events in support of the African Canadian Youth Scholarship.

Feb. 2, 11 a.m.: Opening remarks by president John Rankin and address "Why Black History?" by sociologist Dr. Carl James in the St. James gymnasium;

Feb. 10, 11 a.m.: Hafiz Shabazz, U.S.A., African-Caribbean Oral Tradition Musician in the Casa Loma gymnasium and a 7 p.m. fund raising event at the YMCA, 20 Grosvenor St.; On Feb. 17, at 11 a.m.: Discussions with documentary maker Karen Shadd-Evelyn, who will also read from her book, I'd Rather

Live in Buxton, in the St. James gymnasium.

Feb. 23, 11 a.m.: Address by Akliah Meade, consultant employment equity and film, Black Mothers, Black Daughters, followed by a discussion, "Black Women in Canada, The Immigrant Experience."

Feb. 5 - Approximately 600 students will participate in **Winter Convocation**, 1 p.m., at the Metro Convention Centre (Bassett Theatre), 255 Front St. W. The keynote speaker will be Cosmo Mannella, member of George Brown's Board of Governors and Director of Apprenticeship Training and Rehabilitation with the United Brotherhood or Carpenters and Joiners of America.

Feb. 14-15 - **Conference for Ontario Basic Skills faculty**, Excellence in Challenging Times. The keynote speaker will be Alan Thomas, OISE. Panel discussions, displays, workshops, wine and cheese and more.

Feb. 17 - **Cooking demonstration** by world renowned chef Anton Mosimann and special lunch featuring the dishes of his creation prepared by George Brown staff and stu-

dents in Siegfrieds. For reservations call 867-2260 between 10 a.m. and 2 p.m. Seating from 11:30 a.m. to 12:15 p.m.

Feb. 28 - **Diversity Week Official Kick-off**. Buffet lunch at Siegfrieds. Tickets \$4 through the School of Hospitality, 11:30 a.m. to 1:30 p.m. (Limited seating) All proceeds to support the International Student Network. Live music and displays in the atrium open to everyone.

Mar. 1 - **Games, displays and exhibitions** to celebrate Diversity in Athletics in the Casa Loma gymnasium and cafeteria. 11 a.m. to 2 p.m.

Mar. 1 - Diversity Week: **Prejudice Reduction Workshop** (open to 40 participants). Other workshops and speakers round (see details in Feb. 28 DIALOG calendar)

Mar. 2 - Diversity Week **Labour Fair at St. James**, 200 King St. E. Events, displays and entertainment from 9 a.m. to 3 p.m. Sponsored by the School of Labour and OPSEU Locals 556 and 557.

Mar. 3 - **Student/Staff Pubs**. In the Casa Loma staff lounge 12 to 2 p.m. and in the St. James student lounge 2 to

7 p.m.

ENTERTAINMENT

Feb. 3 - **Camp Zu Pub** with live band Mamakin, St. James Student Lounge. 2 p.m. to 7 p.m.

Feb. 10 - **St. Valentines Day Pub** from 8 p.m. to 1 a.m. in the Student Lounge and at 200 King St. E. to raise money for George Brown's Student Emergency Fund. There will be special games, computer dating, and entertainment all night long in the cafeteria. The Raffle '94 draw will take place at 10 p.m. and there will be special draws throughout the evening for raffle ticket holders.

Feb. 16-19 - George Brown Theatre presents **George Brown Follies '94**. A midwinter musical revue. An irreverent celebration of life at the George Brown. Directed by Richard Ouzounian. At the Betty Oliphant Theatre, 404 Jarvis St. Performances at 8 p.m. Tickets \$12. Tickets for the opening night performance on Feb. 16, which is a gala fundraiser for a performing arts scholarship fund, cost \$25. (See story on page 3)

Feb. 17, 24, March 3 and 10 - 2 p.m. to 7 p.m. St. James Student Lounge, 200 King St. E.

SPORTS AND RECREATION

Feb. 2 - Women's **Volleyball**. Centennial at George Brown at 6 p.m. For information about this and other sports events call the Athletics Department at 867-2177.

Feb. 2 - Men's **Basketball**. Centennial at George Brown at 8 p.m.

Feb. 4 - Women's **Basketball**. Mohawk at George Brown at 6 p.m.

Feb. 9 - Men's **Volleyball**. Georgian at George Brown at 7 p.m.

Feb. 12 - George Brown College Men's **Soccer Invitational** at Scarborough Soccer Centre. 9 a.m. to 7 p.m.

Feb. 14 - Lunchtime **Intramurals**. Ball hockey and indoor soccer

Feb. 14 - Women's **Volleyball**. Redeemer at George Brown at 6 p.m.

Feb. 14 - Men's **Volleyball**. Redeemer at George Brown at 8 p.m.

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THE GEORGE BROWN FOLLIES OF '94

Richard Ouzounian Director David Walden Musical Director

An irreverent celebration of life at The City College performed by students of the Theatre School and the School of Classical and Contemporary Dance.

Feb 16 - 19 at 8 pm
Betty Oliphant Theatre
404 Jarvis St.

\$25 Feb 16 Gala Opening
\$12 Feb 17, 18 & 19
(proceeds from Feb 16 performance to the Theatre School Scholarship Fund)

for tickets and group orders call

867-2167

